LOGO GUIDELINES

JANUARY 2012

NBC SPORTS LOGO

THE NBC SPORTS LOGO IS THE OFFICIAL MARK OF NBC'S LEGACY OF PREMIERE SPORTS BROADCASTING. THIS MANUAL ESTABLISHES EXACT GUIDELINES FOR PROPER USE OF THE NBC SPORTS LOGO.

THE VISUAL INTEGRITY OF THE NBC SPORTS LOGO MUST BE STRICTLY MAINTAINED. ADHERENCE TO THESE GUIDELINES WILL RESULT IN CLEAR, CONSISTENT IDENTIFICATION WITH THE ONGOING LEGACY OF NBC SPORTS.

ONE BRAND TWO VARIATIONS

IN ORDER TO MAINTAIN THE INTEGRITY OF THE MARK OF NBC SPORTS, TWO VARIATIONS OF THE NBC SPORTS LOGO HAVE BEEN ESTABLISHED.

DETERMINING THE CHOICE TO USE EITHER VARIATION IS DEPENDENT ON THE SPACE AVAILABLE FOR AN NBC SPORTS LOGO. WHEN IDENTIFYING THE PROPER VARIATION TO USE, TAKE INTO CONSIDERATION HOW BEST TO DISPLAY THE NBC SPORTS LOGO.

LOGO A: VERTICAL

LOGO B: HORIZONTAL

NBC SPORTS LOGO GUIDELINES

LOGO A: VERTICAL

VECTOR FULL COLOR

REVERSE

FULL COLOR ON BLACK OR DARK BACKGROUND
(PANTONE®, CMYK, RGB)

POSITIVE

FULL COLOR ON WHITE OR LIGHT BACKGROUND
(PANTONE®, CMYK, RGB)

VECTOR GREYSCALE

REVERSE

GREYSCALE ON BLACK OR DARK BACKGROUND
(PRINT ONLY)

POSITIVE

GREYSCALE ON WHITE OR LIGHT BACKGROUND
(PRINT ONLY)

VECTOR BLACK & WHITE

REVERSE

BLACK & WHITE ON BLACK OR DARK BACKGROUND
(PRINT ONLY)

POSITIVE

BLACK & WHITE ON WHITE OR LIGHT BACKGROUND
(PRINT ONLY)

LOGO B: HORIZONTAL

VECTOR FULL COLOR

REVERSE

FULL COLOR ON BLACK OR DARK BKND (PANTONE®, CMYK, RGB)

POSITIVE

FULL COLOR ON WHITE OR LIGHT BKND (PANTONE®, CMYK, RGB)

VECTOR GREYSCALE

REVERSE

GREYSCALE ON BLACK OR DARK BKND (PRINT ONLY)

POSITIVE

GREYSCALE ON WHITE ONLY (PRINT ONLY)

VECTOR BLACK & WHITE

REVERSE

BLACK & WHITE ON BLACK OR DARK BKND (PRINT ONLY)

POSITIVE

BLACK & WHITE ON WHITE ONLY (PRINT ONLY)

NBC SPORTS LOGO GUIDELINES

COLOR SPECIFICATIONS

ELEMENT	PANTONE®	PRINT (CMYK)	VIDEO (RGB)
	PMS 130	C0 M30 Y100 K0	R240 G180 B40
	PMS 172	C0 M70 Y100 K0	R225 G100 B40
	PMS 200	C20 M100 Y70 K0	R180 G40 B70
	PMS 265	C70 M70 Y0 K0	R90 G90 B150
	PMS 299	C100 M30 Y0 K0	R0 G140 B195
	PMS 368	C80 M0 Y100 K0	R0 G168 B70
	COOL GREY 11C	C0 M2 Y0 K68	----------
	PROCESS BLACK	C0 M0 Y0 K100	----------
NBC	PROCESS BLACK	C0 M0 Y0 K100	R0 G0 B0
Sports	PROCESS BLACK	C0 M0 Y0 K100	R0 G0 B0
Sports	PMS 130	C0 M30 Y100 K0	R240 G180 B40

NBC SPORTS LOGO GUIDELINES

INCORRECT: DO NOT'S

DO NOT remove peacock frame from logo. Whenever full color peacock is present, the frame must be maintained.

DO NOT use a POSITIVE VERSION on a dark color background. NBC *SPORTS* must clearly be read.

DO NOT use a REVERSE VERSION on a light color background. NBC *SPORTS* must clearly be read.

DO NOT change the typeface of the logotype

DO NOT combine greyscale with full color versions

DO NOT alter the colors of any graphic element

DO NOT convert a FULL COLOR peacock into greyscale or halftone

DO NOT alter the established sizing and spacing of any of the graphic elements

DO NOT add any graphic elements to the logo or reverse the peacock

DO NOT remove any graphic element from the logo

DO NOT make any portion of the logo semi-transparent

DO NOT obstruct any portion of the logo with another graphic element or logo

DO NOT rotate the logo

DO NOT skew the logo

DO NOT use portions of the logo to create another logo or design

CORRECT: PRACTICAL USE EXAMPLES

POSITIVE VERSION OVER LIGHT BACKGROUNDS (OR TONES SIMILAR TO PANTONE YELLOW)

REVERSE VERSION OVER DARK BACKGROUNDS (OR TONES THAT PANTONE YELLOW CAN BE READ)

NBC SPORTS NETWORK LOGO

THE NBC SPORTS NETWORK LOGO IS THE OFFICIAL MARK FOR THE CABLE NETWORK FORMERLY KNOWN AS VERSUS. THIS MANUAL ESTABLISHES EXACT GUIDELINES FOR PROPER USE OF THE NBC SPORTS NETWORK LOGO.

THE VISUAL INTEGRITY OF THE NBC SPORTS NETWORK LOGO MUST BE STRICTLY MAINTAINED. ADHERENCE TO THESE GUIDELINES WILL RESULT IN CLEAR, CONSISTENT IDENTIFICATION WITH THE BRAND IDENTITY.

NBC SPORTS NETWORK LOGO GUIDELINES

LOGO A: VERTICAL

VECTOR FULL COLOR

REVERSE

FULL COLOR ON BLACK OR DARK BACKGROUND
(PANTONE®, CMYK, RGB)

POSITIVE

FULL COLOR ON WHITE OR LIGHT BACKGROUND
(PANTONE®, CMYK, RGB)

VECTOR GREYSCALE

REVERSE

GREYSCALE ON BLACK OR DARK BACKGROUND
(PRINT ONLY)

POSITIVE

GREYSCALE ON WHITE OR LIGHT BACKGROUND
(PRINT ONLY)

VECTOR BLACK & WHITE

REVERSE

BLACK & WHITE ON BLACK OR DARK BACKGROUND
(PRINT ONLY)

POSITIVE

BLACK & WHITE ON WHITE OR LIGHT BACKGROUND
(PRINT ONLY)

LOGO B: HORIZONTAL

NBC Sports NETWORK

VECTOR FULL COLOR

REVERSE

NBC Sports NETWORK

FULL COLOR ON BLACK OR DARK BKND (PANTONE®, CMYK, RGB)

POSITIVE

NBC Sports NETWORK

FULL COLOR ON WHITE OR LIGHT BKND (PANTONE®, CMYK, RGB)

VECTOR GREYSCALE

REVERSE

NBC Sports NETWORK

GREYSCALE ON BLACK OR DARK BKND (PRINT ONLY)

POSITIVE

NBC Sports NETWORK

GREYSCALE ON WHITE ONLY (PRINT ONLY)

VECTOR BLACK & WHITE

REVERSE

NBC Sports NETWORK

BLACK & WHITE ON BLACK OR DARK BKND (PRINT ONLY)

POSITIVE

NBC Sports NETWORK

BLACK & WHITE ON WHITE ONLY (PRINT ONLY)